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ABSTRACT

Based on survey data from college and university distance learning programs in the United States and Canada, this report gives higher education administrators hard data to make decisions on the financing, scope, and development of distance learning efforts. It also profiles some of the leading practitioners such as Johns Hopkins, California State University, the University of Maryland, and many others, including for-profit distance education private sector programs and services to higher education. The report presents findings on: costs of distance learning programs; faculty compensation and organization; student demographics; technology; course development; and administrative organization and office politics. The report is divided into 11 chapters: Introductory Materials; Administrative Structure of Distance Education Programs; Expansion Plans for Distance Education Programs; Full Degree Programs Through Distance Education; Courses and Enrollment; Marketing and Selling Distance Education; Profitability and Revenues in Distance Education; Teachers and Students in Distance Education; Technologies and Techniques; Services Offered by Distance Education Programs; and Cost Breakdown. Contains 182 data tables interspersed throughout the chapters. Appendices include the distance education questionnaire, and a list of other reports of interest from Primary Research Group, Inc. (SWC)

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